

Apoorva Revankar

Tempe, Arizona | +1 (317) 720-7402 | apoorvarev.designs@gmail.com | [LinkedIn](#) | [Portfolio](#)

SUMMARY

UX Researcher operating at the frontier of human-AI interaction. At Apple, I've put 400+ people through rigorous human factors studies that shipped measurable improvements to AirPods. Beyond hardware, I've spent 2+ years embedded in AI product teams - evaluating trust, surfacing friction, and translating messy human behavior into decisions that shape how product gets built. I don't just study users. I use AI daily to move faster, go deeper, and find signal others miss.

EDUCATION

Indiana University Indianapolis

Master of Science, Human-Computer Interaction

Aug 2022 - May 2024

Indianapolis, Indiana

Manipal University

Bachelor of Architecture

Aug 2015 - May 2020

India

EXPERIENCE

Apple

Human Factors Researcher (AirPods division - via Saska Inc.)

Jan 2025 - Present

Austin, TX

- Lead large-scale human factors studies for the AirPods product team, engaging 400+ participants to evaluate device fit, comfort, and motion stability under real-world usage conditions.
- Delivered measurable usability improvements over the previous generation: reduced fit failures from 10% → 6%, motion stability failures from 5% → 1%, and comfort failures from 7% → 3%.
- Designed rigorous 3-hour study sessions with 120+ question surveys, applying survey methodology best practices - including question logic, scaling standards, and bias controls - to ensure data quality and consistency across studies.
- Synthesize qualitative feedback and quantitative data into clear narratives, presentations, and actionable recommendations that guide design and engineering decisions.

Logan & Friends

Digital Product Researcher

Aug 2023 - Jan 2025

Maryland, USA (Remote)

- Conducted 30+ in-depth interviews with educators - teachers, instructional coaches, and school administrators - to uncover unmet needs and define product strategy.
- Ran validation usability testing with 15+ teachers and coaches on functional prototypes, translating findings into a prioritized improvement roadmap adopted by the product team.
- Translated research findings into low-fidelity wireframes to communicate design opportunities and guide product direction - bridging the gap between raw insights and actionable next steps for the team.
- Partnered with AI engineers to evaluate trust, usability, and workflow integration of AI-powered coaching features, surfacing friction points that directly informed model behavior and UI changes.

COMET Lab, IU Indianapolis

UX Researcher

Oct 2023 - May 2024

Indianapolis, IN

- Designed and evaluated AI-assisted user workflows through conversation mapping, usability testing, and qualitative analysis using Rasa-based prototypes as research stimuli.
- Remediated 45+ public data reports at The Polis Center to full WCAG compliance, enabling screen reader accessibility and broadening reach to users with disabilities.

Ounass

Digital Merchandising Assistant

Jan 2021 - Jul 2022

Dubai, UAE

- Conducted A/B testing and behavioral analysis to optimize e-commerce UX, increasing engagement by 18%, add-to-cart rates by 15%, and overall customer engagement by 30%.

SKILLS AND CERTIFICATIONS

- **Research:** Mixed-methods research, Human factors, Usability testing, User interviews, Survey design, Contextual inquiry, Behavioral analytics, A/B testing, Affinity diagramming, Journey mapping, Heuristic evaluation, WCAG accessibility evaluation
- **Quantitative & Technical:** R, Quantitative analysis, Data visualization, Tableau
- **AI & Productivity:** Claude Code, AI-assisted research workflows
- **Tools:** Figma, Adobe XD, Miro
- **Certifications:** Market Research Specialization (UC Davis, Coursera), Market Research Methods & Data Analysis Certificate (Coursera)